

Subject: Re: [HOT] Out-Of-Cycle ERB Request: 1496439256 Facebook Gaming
From: "Phil Schiller" [REDACTED]
Received(Date): Thu, 30 Jul 2020 15:29:30 +0000
To: "Trvstan Kosmvnka" [REDACTED], "Sean Cameron"
[REDACTED]
Cc: "C.K. Haun" [REDACTED], "Greg (Joz) Joswiak"
[REDACTED], "Eddy Cue" [REDACTED], "Kristin Huguet Quayle"
[REDACTED], "Fred Sainz" [REDACTED], "Josh Shaffer"
[REDACTED], "Andreas Wendker" [REDACTED], "Ann
Thai" [REDACTED], "Matt Fischer" [REDACTED], "Bob
Borchers" [REDACTED], "Ron Okamoto" [REDACTED]
Date: Thu, 30 Jul 2020 15:29:30 +0000

Privileged and Confidential

Okay with me

On Jul 30, 2020, at 8:27 AM, Trystan Kosmyuka [REDACTED] wrote:

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Requesting an out-of-cycle approval for **1496439256 Facebook Gaming**. Dev removed all HTML5 games, and the app is now a social network focused on gaming.

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Adam ID: 1496439256

App Name: Facebook Gaming

Developer: Facebook, Inc.

Price: FREE

Recommendation: Approve

Version: 20.0

Notes: Facebook. Standalone app for Gaming section. Users can like & comment on posts, watch live streams, follow streamers, & join groups. Has consumable IAP (\$1.99/95 - \$99.99/6400) for Stars to tip/support streamers. HTML5 games were removed. Free on Android.

Screenshots of app in use:

<IMG_0341.PNG>

<IMG_0038.PNG>

<IMG_0039.PNG>

<IMG_0040.PNG>

<IMG_0041.PNG>

<IMG_0042.PNG>

<IMG_0043.PNG>

<IMG_0044.PNG>

<IMG_0045.PNG>

<IMG_0046.PNG>

<IMG_0047.PNG>

<IMG_0048.PNG>

<IMG_0049.PNG>

<IMG_0050.PNG>

<IMG_0051.PNG>

<IMG_0052.PNG>

<IMG_0342.PNG>

<IMG_0344.PNG>

<IMG_0345.PNG>

App Icon:

<d8f8d945adec7b92a76201085bd8d99e0b59543d.png>

Bundle Display Name (aka: short name): Facebook Gaming

App Description:

Facebook Gaming welcomes you to a new world of gaming. Share in the joy and fun of rooting for top streamers as they play the world 's biggest games.

Be among the first to try the Facebook Gaming app, the place for all your gaming interests, where you can:

Watch

This is where streamers call home. Plus, discover new videos from the biggest esports and gaming's top publishers. On Facebook Gaming, there 's a whole world of gaming waiting for you to tune in.

Connect

We have gaming groups for everyone, and new ones are starting up every day.

*This app is compatible with Facebook data plans.

Marketing Screenshots:

<37827d17b517c4871f5a72ac64292537ca1acfe5.jpeg>

<776e639164a595715258dde6c11a8a3185d7e4ef.jpeg>